Jessica Coombs

Senior Copywriter | Creative Strategist | B2B & B2C

Johannesburg (Bryanston) | +27 60 783 9067 | coombs.jessica@gmail.com

PROFESSIONAL SUMMARY

Senior copywriter and creative strategist with 14+ years across advertising, digital, social and content, including 8+ years in dedicated copywriting roles at TCHM, VMLY&R and The Greenhouse (NTT Ltd.). I turn complex, information-dense and compliance-sensitive briefs into clear, human ideas: from campaign concepts and tone-of-voice frameworks to UX microcopy and conversational personas, across healthcare, banking, insurance, FMCG, B2B, automotive and consumer platforms. A self-confessed grammar pedant and professional daydreamer, passionate about the written word and brand stories that live in their audience's lives.

CORE SKILLS

Concept & strategy

Conceptual campaign development, creative strategy and ideation, integrated campaigns, brand storytelling and tone of voice, persona development

Digital & social

Digital and social strategy, social media management, community and online reputation management, performance reporting

Copy & content

Conceptual copywriting, UX writing and microcopy, conversational design, scriptwriting, SEO copywriting, content strategy, editing, proofreading and language optimisation

Client-facing

Presenting creative concepts and rationale, briefing design teams, working within regulated, compliance-sensitive sectors

Tools

Adobe Creative Cloud | Google Workspace | Microsoft 365 | Google Ads | HTML | CMS platforms
Social Media Management and Analytics Tools | Generative AI tools for Research and Ideation

SELECTED HIGHLIGHTS

Healthcare: translate complex medical scheme benefits and preventive-care information into plain-language campaigns across email, SMS, web, banners, newsletters, events and brand activations.

Conversational AI: contributed website copy, the knowledge base and the behaviour framework for TCHM's GPT-powered digital brand ambassador.

Consumer: wrote Gen Z-tone referral and campaign copy, emailers and push notifications for a consumer platform working with multiple retail partners.

B2B: wrote LinkedIn lead-generation carousel creative for an international healthcare services brand.

Insurance: developed physical-format campaign concepts (desk drops) for a small business liability product, with every element built for maximum impact.

Banking: created concepts, wrote copy and rolled out campaigns for banking-sector clients within a regulated, compliance-sensitive environment.

FMCG: created concepts, wrote copy and rolled out campaigns for FMCG brands.

Concept: developed theme routes and creative for a 10-year anniversary event, from invitation and name tags to gifting.

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER | THE CHEESE HAS MOVED (TCHM)

November 2022 – Present

Senior conceptual copywriter at a through-the-line agency, working across integrated campaigns for healthcare, insurance and consumer brands.

- Originate campaign concepts, messaging strategies and tone-of-voice platforms, taking ideas from brief and creative rationale through to multichannel execution.
- Translate complex healthcare, benefit and product information into clear, audience-focused copy across email, SMS, web, social, print, video and internal communications.
- Write UX copy, microcopy and conversational content; contributed to the knowledge base and behaviour framework behind a GPT-powered brand ambassador.
- Edit and proofread high-volume, compliance-sensitive communications, flagging accuracy and regulatory risks before copy reaches clients and members.
- Partner with designers, strategists, account teams and clients to adapt concepts across audiences, channels and formats, from social carousels to physical desk-drop campaigns.

B2B COPYWRITER | VMLY&R (rejoined)

November 2021 – October 2022

Strategic and creative B2B communications across digital and traditional channels, combining conceptual thinking with long- and short-form copy.

- Developed campaign concepts and creative ideas in response to B2B client briefs.
- Wrote copy for websites, emailers, digital campaigns, social media, scripts and content marketing.
- Wrote UX copy and microcopy for digital platforms and applications; developed chatbot personas, conversational content and language guidelines.
- Produced SEO-focused content and optimised existing copy for digital channels.
- Edited and proofread for accuracy, consistency and brand tone of voice.

SENIOR COPYWRITER | THE GREENHOUSE, NTT LTD.

May 2018 – October 2021

Conceptual, digital and content-led campaigns, taking ideas from strategic development through to creative execution and client presentation.

- Presented creative concepts and strategic thinking directly to clients.
- Briefed and collaborated with design teams to bring campaign concepts to life.
- Developed creative concepts, campaign ideas and content approaches.
- Wrote across websites, email, social, scripts, SEO content and digital experiences; developed UX microcopy, chatbot personas and conversational language guidelines.
- Managed social media content, campaign strategies and community engagement; reviewed and optimised content for brand consistency and clarity.

SOCIAL MEDIA MANAGER | VMLY&R

October 2016 – April 2018

Social media strategy, content and campaign execution across multiple client accounts.

- Developed channel strategies, content plans and social campaign concepts, and presented them to clients.
- Created and reviewed content across multiple platforms; aligned content plans with emerging social trends.
- Analysed campaign and platform performance against KPIs and identified optimisation opportunities.
- Managed social listening and community engagement; supported digital advertising strategy, including Google Ads recommendations.
- Coordinated briefs, creative resources, client feedback and campaign delivery.

SOCIAL MEDIA MANAGER | IMPERIAL GROUP

February 2012 – September 2016

Digital and social media for Carfind.co.za, with content curation for Kia Motors South Africa.

- Developed social media strategies, content plans and digital campaigns; created content for social platforms and the website.
- Managed paid media, Google Ads, online reputation management and community engagement.
- Monitored performance, KPIs and audience growth, and produced campaign reporting.
- Handled customer queries and supervised call centre activity.

FREELANCE COPYWRITER & SOCIAL MEDIA MANAGER

CONCURRENT WITH FULL-TIME ROLES

January 2013 – Present

- Ad copy, copy editing and content generation across a range of brands.
- Social media page management, KPI fulfilment, online reputation and community management, and paid advertising.

EDUCATION

Bachelor of Journalism | Rhodes University | 2002

BCom studies, Industrial & Organisational Psychology | UNISA

Content Marketing Diploma | Red & Yellow

Diploma in Social Media Marketing & ORM | Shaw Academy

Graphic Design; Storytelling | Red & Yellow

EARLIER CAREER

2005–2009: customer care, sales, administration and photography roles at Discovery Health, Schenker Freight Express, Hartmann Vitamed (Pty) Ltd, Perpetual Paradox and Computer Storage Services.

